



WPTV

ORDER

Print Date 10/30/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **316257 /**

Original Date / Revision
10/29/12 10/30/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2265**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 88125

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	15%	13218
WPBF	20%	17625
WPEC	25%	22031
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	14	\$29,962.50	\$35,250.00	0.00
Totals	14	\$29,962.50	\$35,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	14	\$29,962.50	\$35,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/31/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- WTF--	1:00	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- WTF--					2	\$1,800.00		0.00			
N 2	WPTV	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- WTF--	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- WTF--					1	\$1,900.00		0.00			
N 3	WPTV	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00



WPTV

Print Date: 10/30/12

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Contract / Revision **316257** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/30/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2265**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 4	WPTV	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	1:00	1	\$1,300.00	FX	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
N 5	WPTV	11/05/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	1:00	1	\$1,150.00	FX	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,150.00		0.00			
N 6	WPTV	10/31/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--WTF--	1:00	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--					2	\$850.00		0.00			
N 7	WPTV	10/30/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	--WTF--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--					2	\$3,200.00		0.00			
N 8	WPTV	10/30/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	--WTF--	1:00	1	\$3,600.00	FX	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--					1	\$3,600.00		0.00			
N 9	WPTV	10/30/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-TWTF--	1:00	2	\$2,800.00	FX	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--					2	\$2,800.00		0.00			
N 10	WPTV	11/04/12	11/04/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	1:00	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$7,000.00		0.00			
Totals														14	\$35,250.00